REMARKS

This is in full and timely response to the non-final Official Action of January 3, 2007. Reexamination in light of the following remarks is respectfully requested. No new matter has been added.

Claims 1-4, 6, 8-13 and 16-26 are currently pending in this application, with claims 1, 10, 16, 17, and 19-21 being independent.

At least for the reasons set forth below, Applicants respectfully traverse the foregoing rejections. Further, Applicants believe that there are also reasons other than those set forth below why the pending claims are patentable, and reserve the right to set forth those reasons, and to argue for the patentability of claims not explicitly addressed herein, in future papers.

I. Rejection under 35 U.S.C. §103 as unpatentable over Strandberg in view of Yacenda

Claims 1-4, 6, 8-13 and 16-22 have been rejected under 35 U.S.C. §103(a) as unpatentable over Strandberg (US 2002/0161589) in view of Yacenda (US 2001/0003100). Applicants respectfully traverse this rejection.

A. Claim 1

Claim 1 is directed to A lottery system utilizing an electronic mail, comprising: storing means for storing information of customers; means for limiting the customers stored in the storing means so as to specify particular participants for a lottery; means for uniquely allocating a reply electronic mail address to each of said specified participants, so that said reply electronic mail addresses are different from each other; means for sending a first electronic mail to each of said participants, in which the reply electronic mail address is affixed as a unique access key to each of said participants; means for recognizing an application for the lottery from each of said participants by receiving a second electronic mail sent back to said reply electronic mail address; and means for

notifying each one of said participants who sent back the second electronic mail to the reply electronic mail address of the result of said lottery.

Strangberg arguably discloses a system and method for utilizing a computer network in conjunction with traditional telemarketing. Moreover, Yacenda arguably discloses an interactive computer gaming system with audio response. Although Strangberg discloses that "[t]he interested party database 200 may contain such information concerning the interested party such as their name, address, telephone number account number, and in the preferred embodiment of this invention, an electronic mail (e-mail) address, Strangberg does not disclose, teach or suggest that the customers are limited so as to specify particular participants for a lottery.

Thus, none of the applied art, alone or in combination, disclose, teach or suggest "means for limiting the customers stored in the storing means so as to specify particular participants for a lottery" as recited in claim 1.

Moreover, although the office action asserts that Strandberg teaches "allocating uniquely an electronic mail address to each of participants [0018]; [0019]", it does not teach, disclose or suggest "allocating uniquely an electronic mail address to each of participants".

In the paragraphs [0018] and [0019] of Strandberg, it is disclosed that "a unique ID to link to an interested party database record". However, it does not disclose, teach or suggest "means for uniquely allocating a reply electronic mail address to each of said specified participants, so that said reply electronic mail addresses are different from each other." It does not describe "ID" as an e-mail address.

On the other hand, in the paragraphs [0023] of Strandberg, it is disclosed that "[t]he mail to method includes the call center e-mail address along with the unique ID." Applicants believe that "the call center e-mail address" is not uniquely allocated e-mail address to each of participants since the phrase an article "the" precedes "call center e-mail address" so that the mail includes the common e-mal address.

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Thus, none of the applied art, alone or in combination, does not disclose, teach or suggest "means for uniquely allocating a reply electronic mail address to each of said specified participants, so that said reply electronic mail addresses are different from each other".

B. Claims 2-4, 6, 8, 9, 12 and 13

Also, Applicants submit that claims 2-4, 6, 8, 9, 12 and 13 depending on claim 1 are also allowable for at least the reasons that claim 1 is allowable as discussed above.

Accordingly, withdrawal of this rejection and allowance of the claims is respectfully requested.

C. Claim 10

Claim 10 is directed to a lottery system utilizing an electronic mail, comprising: storing means for storing information of customers; means for limiting the customers stored in the storing means so as to specify particular participants for a lottery; means for uniquely allocating a keyword to be entered in a page of a URL, to each of the participants so that the keywords are different from each other; means for sending an electronic mail in which the keyword is affixed as a unique access key, to each of the participants; means for recognizing an application from each of said participants when said participant accesses the page of said URL and enters the keyword; and means for notifying each of said participants of the result of the lottery.

None of the applied art, alone or in combination, does not disclose, teach or suggest "means for limiting the customers stored in the storing means so as to specify particular participants for a lottery" as recited in claim 10.

Accordingly, withdrawal of this rejection and allowance of the claim is respectfully requested.

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D. Claims 11 and 18

Also, Applicants submit that claims 11 and 18 depending on claim 10 are also allowable for at least the reasons that claim 10 is allowable as discussed above.

Accordingly, withdrawal of this rejection and allowance of the claims is respectfully requested.

E. Claims 16, and 20

Claims 16 is directed to a method for conducting a lottery, comprising the steps of: storing information of customers in a database; limiting the customers stored in the database so as to specify particular participants for a lottery; allocating uniquely a reply electronic mail address to each of said specified participants so that the reply electronic mail addresses are different from each other; sending by a host a first electronic mail in which the reply electronic mail address is affixed as a unique access key to each one of a plurality of said specified participants; recognizing said specified participants for a lottery by receiving a second electronic mail sent back to said reply electronic mail address from each of said participants; conducting said lottery; and notifying each one of the participants who sent back the second electronic mail of their result of said lottery.

Claim 20 is directed to A method for conducting a lottery, comprising the steps of: storing information of customers in a database; limiting the customers stored in the database so as to specify particular participants for the lottery; providing at least one electronic mail address; allocating uniquely the at least one electronic mail address to each one of the specified participants so that the electronic mail addresses are different from each other; sending by a host a first electronic mail to each one of the specified participants, wherein the uniquely allocated at least one electronic mail address is affixed to the first electronic mail; receiving a second electronic mail sent from each one of the specified participants to the uniquely allocated at least one electronic mail address, so as to recognize the participants; conducting the lottery; and notifying each one of the recognized participants who sent the second electronic mail, of a result of the lottery.

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As to claim 16, none of the applied art, alone or in combination, does not disclose, teach or suggest "limiting the customers stored in the database so as to specify particular participants for a lottery; allocating uniquely a reply electronic mail address to each of said specified participants so that the reply electronic mail addresses are different from each other" as recited in claim 16.

As to claim 20, none of the applied art, alone or in combination, does not disclose, teach or suggest "limiting the customers stored in the database so as to specify particular participants for the lottery; providing at least one electronic mail address; allocating uniquely the at least one electronic mail address to each one of the specified participants so that the electronic mail addresses are different from each other" as recited in claim 20.

Accordingly, withdrawal of this rejection and allowance of the claims is respectfully requested.

F. Claim 17

Claim 17 is directed to a lottery system utilizing an electronic mail, comprising: storing means for storing information of customers; means for limiting the customers stored in the storing means so as to specify particular participants for a lottery; means for uniquely allocating a URL to each of said participants so that the URLs are different from each other; means for sending an electronic mail in which the URL is affixed as a unique access key to each of the participants; means for recognizing an application from each of the participants when the participant accesses a page of the URL and enters an electronic mail address of the participant; and means for notifying each of said participants of the result of said lottery.

None of the applied art, alone or in combination, does not disclose, teach or suggest "means for limiting the customers stored in the storing means so as to specify particular participants for a lottery" as recited in claim 17.

Accordingly, withdrawal of this rejection and allowance of the claim is respectfully requested.

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G. Claim 19

Claim 19 is directed to A lottery system utilizing an electronic mail, comprising: storing means for storing information of customers; means for limiting the customers stored in the storing means so as to specify particular participants for a lottery; means for providing at least one electronic mail address; means for allocating uniquely the at least one electronic mail address to each one of the specified participants so that the electronic mail addresses are different from each other; means for sending by a host a first electronic mail to each one of the specified participants, wherein the uniquely allocated at least one electronic mail address is affixed to the first electronic mail; means for receiving a second electronic mail sent from each one of the specified participants to the uniquely allocated at least one electronic mail address, so as to recognize the participants; means for conducting the lottery; and means for notifying each one of the recognized participants who sent the second electronic mail, of a result of the lottery.

None of the applied art, alone or in combination, does not disclose, teach or suggest "means for limiting the customers stored in the storing means so as to specify particular participants for a lottery; means for providing at least one electronic mail address; means for allocating uniquely the at least one electronic mail address to each one of the specified participants so that the electronic mail addresses are different from each other" as recited in claim 19.

Accordingly, withdrawal of this rejection and allowance of the claim is respectfully requested.

H. Claim 20

Claim 20 is directed to A method for conducting a lottery, comprising the steps of: storing information of customers in a database; limiting the customers stored in the database so as to specify particular participants for the lottery; providing at least one electronic mail address; allocating uniquely the at least one electronic mail address to each one of the specified participants so that the electronic mail addresses are different from each other; sending by a host a first electronic mail to each one of the specified participants, wherein the uniquely allocated at least one

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electronic mail address is affixed to the first electronic mail; receiving a second electronic mail sent from each one of the specified participants to the uniquely allocated at least one electronic mail address, so as to recognize the participants; conducting the lottery; and notifying each one of the recognized participants who sent the second electronic mail, of a result of the lottery.

As to claim 20, none of the applied art, alone or in combination, does not disclose, teach or suggest "limiting the customers stored in the database so as to specify particular participants for the lottery; providing at least one electronic mail address; allocating uniquely the at least one electronic mail address to each one of the specified participants so that the electronic mail addresses are different from each other" as recited in claim 20.

Accordingly, withdrawal of this rejection and allowance of the claims is respectfully requested.

I. Claims 21 and 22

Claim 21 is directed to a lottery system utilizing an electronic mail comprising: recording means for recording information concerning customers, each of which has an electronic mail address; means for limiting the customers so as to specify a main group for performing a lottery, said main group being defined by at least one of the customers; means for issuing a unique access key to be affixed to said electronic mail address of each of said participants of said main group; means for assigning said unique access key to said electronic mail address to generate a reply electronic mail address for the lottery after specifying said main group for the lottery; means for recording said unique access key in association with said electronic mail address of each of said participants of said main group; means for sending by a host a first electronic mail to said reply electronic mail address of each of said participants of said main group, in which said unique access key is affixed to said reply electronic mail address of each of said participants of said main group; means for recognizing an application for the lottery from each of said participants by receiving a second electronic mail sent back to said reply electronic mail address; means for distinguishing said access key with reference to said means for recording said unique access key; means for conducting

the lottery; and means for notifying each one of said participants who sent back said second electronic mail to said reply electronic mail address, of the result of said lottery.

None of the applied art, alone or in combination, does not disclose, teach or suggest "means for limiting the customers so as to specify a main group for performing a lottery, said main group being defined by at least one of the customers" as recited in claim 21.

Accordingly, withdrawal of this rejection and allowance of the claim is respectfully requested.

Also, Applicants submit that claim 22 depending on claim 21 is also allowable for at least the reasons that claim 21 is allowable as discussed above. Accordingly, withdrawal of this rejection and allowance of the claims is respectfully requested.

II. Rejection under 35 U.S.C. §103 as unpatentable over Strandberg in view of Yacenda and further in view of Sarno

Claims 8 and 9

Claims 8 and 9 have been rejected under 35 U.S.C. §103(a) as unpatentable over Strandberg (US 2002/0161589) in view of Yacenda (US 2001/0003100) and further in view of Sarno (US 6,024,641). Applicants respectfully traverse this rejection.

Strangberg arguably discloses a system and method for utilizing a computer network in conjunction with traditional telemarketing. Yacenda arguably discloses an interactive computer gaming system with audio response. Moreover, Sarno arguably discloses

As discussed above, Applicants submit that claims 8 and 9 depending on claim 1 are also allowable for at least the reasons that claim 1 is allowable as discussed above. Accordingly, withdrawal of this rejection and allowance of the claims is respectfully requested.

III. Rejection under 35 U.S.C. §103 as unpatentable over Strandberg in view of Yacenda and further in view of Libby et al.

Claims 23-26

Claims 23-26 have been rejected under 35 U.S.C. §103(a) as unpatentable over Strandberg (US 2002/0161589) in view of Yacenda (US 2001/0003100) and further in view of Libby et al (US 6,193,605). Applicants respectfully traverse this rejection.

As discussed above, Applicants submit that claims 23-26 depending on claim 21 are allowable for at least the reasons that claim 21 is allowable as discussed above. Accordingly, withdrawal of this rejection and allowance of the claims is respectfully requested.

VI. Conclusion

In view of the above amendment, applicants believe the pending application is in condition for allowance. Applicants believe no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 18-0013, under Order No. KAK-0001 from which the undersigned is authorized to draw.

Dated: March 29, 2007

Respectfully submitted,
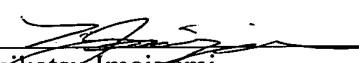
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